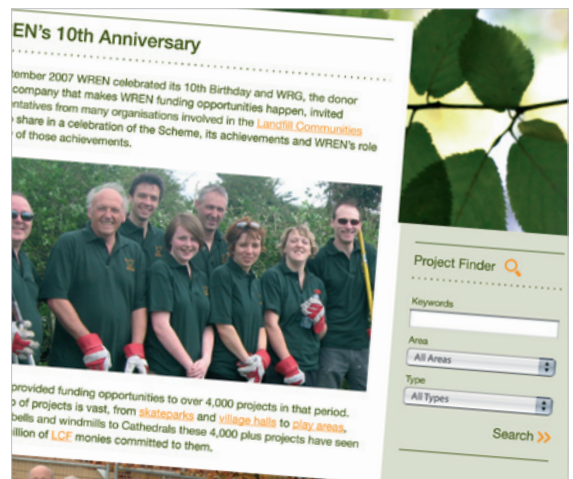
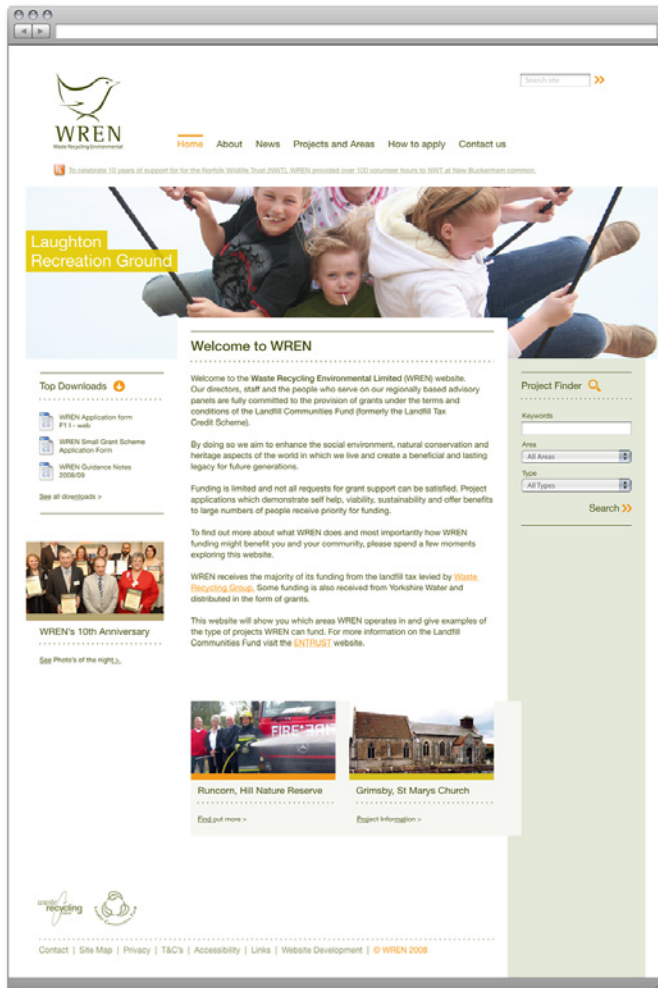




WREN - Digital strategy

Website (design and development), extranet build and database integration.



Objective

- Unify the WREN brand across digital and print media.
- Increase awareness of WREN and to increase on-line applications.
- Create a more engaging user experience through navigation and functionality.
- Improve search engine ranking.
- Upgrade the technical structure and framework.
- Develop Extranet and database integration.

Solution

- Develop digital brand guidelines.
- Deliver comprehensive content managed functionality.
- Integration of Flash, video, and interactive maps.
- Provide secure permissions system to delegate site and project administration.
- On-line step-by-step application forms.
- Generate regular statistical reports and monitor traffic on website.
- Phased roll-out to incorporate website, extranet and database integration.

Results

- Launch due in January 2009.

We are Open™

For more information or to arrange a meeting, please call Al Kennedy on +44 (0)117 300 5200